

Power Networking for Introverts

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RMSLA Virtual Lunch
February 16, 2012

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Do I have to?

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“No matter how smart you are, no matter how talented, you can’t do it alone.”

-- Harvey Mackay

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Why bother?

- * Marketing
- * Find jobs/promotions
- * Find services
- * Find people

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Finally...

It's not optional.

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Agenda

- * Define/*redefine* networking
- * Networking myths
- * Networking tips

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Networking – what is it?

- * Developing and maintaining relationships
- * Goal is to help each other

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Redefine it!

Networking

Connecting

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Networking myths

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#1 Extroverts are better networkers

“Introverts are keen observers and sensitive listeners.”
–Marti Laney, *The Introvert Advantage*

“Introverts...listen more than they talk, think before they speak...” –Susan Cain, *Quiet: The Power of Introverts in a World That Can't Stop Talking*

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Power networking skills

- * Listening
- * Asking the right questions
- * Matching needs with resources
- * Desire to help others

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More networking myths

- * Size matters
- * Networking = marketing
- * Networking = selling
- * Social media replaces face-to-face networking

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Networking Tips

- * Keep the focus
- * Learn the rules
- * Be strategic
- * Use survival tactics

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#1 - It's not about you

- * Focus on the other person
- * Think about how you can help
- * Listen, listen, listen

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Networking etiquette

- * Be genuine – establish genuine relationships
- * It's better to give *before* you receive
- * Build a relationship before asking

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Networking etiquette

- * Don't call just when you need something
- * Be appreciative
- * Always follow through

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Strategic networking

- * Evaluate your needs
- * Explore your options
- * Set goals
- * Keep your network fresh

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Networking alternatives

- * Volunteer
- * Send notes
- * Mingle where co-workers mingle
- * Host networking events

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Survival tips

- * Pace yourself
- * Remember - Practice makes perfect
- * Schedule time to recuperate
- * Don't over think the situation
- * Fake it

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It's the little things...

- * Work on your "small talk"
- * Read, read, read
- * Never, ever leave home without business cards

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Networking Events



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Before

- * Prepare 2 or 3 questions to start a conversation
- * Prepare 2 or 3 interesting examples of what you do
- * Have a pre-event routine

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During

- * Arrive early
- * Look for the loner
- * Ask questions
- * Volunteer to help

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After

- * Always follow up
- * Stay in touch
- * Evaluate event/outcomes

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Networking online

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Social media

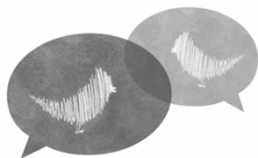
- * Same basic rules apply
- * Focus your activities
- * Show us who you are
- * Goal is interaction

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Twitter

- * Make your tweets public
- * Tweet value
- * Use for conversations, not just broadcasting
- * Create a hash tag, start a tweet-up



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LinkedIn

- * Make recommendations
- * Customize your messages
- * Join groups
- * Put your connections to good use



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Facebook

- * Watch your privacy settings
- * Not just for friends and family
- * Send birthday greetings



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Power networking

- * Redefine networking
- * Embrace “introvert power”
- * Be strategic
- * Have fun!

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Resources

Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need, by Harvey Mackay

The Fine Art of Small Talk: How to Start a Conversation, Keep it Going, Build Networking Skills, and Leave a Positive Impression, by Debra Fine

Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected, by Devora Zack

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